



1303 J Street, Suite 250, Sacramento, CA 95814  
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## **REQUEST FOR PROPOSALS (RFP)**

### **Improving Safety and Access through a Complete Streets Plan for the City of Holtville, CA**

RFP Issued: August 26, 2014

Proposals Due: Tuesday, September 23, 2014, 5:00pm

#### **INTRODUCTION:**

The Local Government Commission (LGC), in partnership with the City of Holtville, is seeking a qualified transportation planning and traffic engineering consultant to help prepare a community-based Complete Streets Plan in order to improve safety, mobility and access for all modes. This project is funded through a Caltrans Environmental Justice: Context Sensitive Planning Grant awarded to the City of Holtville. LGC is the grant sub-contractor and will be overseeing the implementation of this project in coordination with the City of Holtville.

It is essential that the consultant have relevant experience with development of traffic engineering designs that are practical yet progressive, and that provide safe movement for vehicles, bicyclists, and pedestrians. The firms considered by the City shall have experience in developing street improvements plans with streetscape amenities including features that implement complete streets strategies. The City desires to blend functionality and aesthetics in accommodating all travel modes including pedestrians, bicyclists, public transit, and motor vehicles.

Five hard copies and one PDF of the Proposal shall be submitted by 5 pm on Tuesday, September 23, 2014 to:

Tony Leonard, Project Manager  
Local Government Commission  
1303 J Street, Suite 250  
Sacramento, California 95814-2936  
[aleonard@lgc.org](mailto:aleonard@lgc.org)

All inquiries and responses to this RFP must be submitted in writing via e-mail to: Tony Leonard  
- e-mail: [aleonard@lgc.org](mailto:aleonard@lgc.org)

E-mail inquiries shall be clearly identified in the subject line as: “Complete Streets Plan RFP for Holtville”

All questions regarding this RFP must be received no later than 5 pm on Wednesday, September 17, 2014, and all responses will be e-mailed to all prospective proposers on or before Friday, September 19, 2014.

<b>Milestone</b>	<b>From</b>	<b>To</b>
RFP for Consultant Services	August, 2014	September, 2014
RFP Consultant Selection	September, 2014	October, 2014
Data Collection	September, 2014	October, 2014
Advisory Groups	September, 2014	February, 2014
SRTS Workshop	September, 2014	October, 2014
Design Charrette	November, 2014	February, 2015
Draft Plan	February, 2015	May, 2015
Final Plan	June, 2015	August, 2015
Presentation of Plan	August, 2015	September, 2015

#### **BACKGROUND:**

The City of Holtville is a small, rural community in Imperial County with an estimated population of 6,015 (California Department of Finance, 2011) within the incorporated City limits and an additional 1,274 in the rural outskirts (City of Holtville Sphere of Influence Statistics). Incorporated in 1908, the Holtville is characterized by its small-town charm and goal to maintain a high quality of life. State Route 115 was the original main east-west interstate artery connecting the states of California and Arizona. The alignment and construction of Interstate 8 in the mid 1960s bypassed Holtville, and became the main interstate artery.

The local economy relies heavily on the agricultural industry. The median household income for the Holtville community was reported at \$36,202, with a per capita income of \$19,153 well below the state median income level of \$61,632. An estimated 23.4% of the population lives below the poverty level (per 2006/2010 American Community Survey 5-year Estimate) and the community’s current unemployment rate is 23.7% according to the December 2012 California Employment Development Department. 81% of residents are of Hispanic origin and close to 70% speak Spanish at home. Approximately one third of residents are foreign-born. Enrollment in Holtville Unified School District is 90% Latino and 100% of students are eligible for free breakfast and free lunch programs.

The City’s built environment is characterized by a grid street system with commercial development along E. 5th Street, which is also part of the state highway system (SR 115). At present, most streets in the City would be considered “incomplete”; that is they are designed primarily for travel by motor vehicles with little consideration for pedestrians, cyclists or transit.

Sidewalks on most of the corridors are narrow. Streets and intersections tend to be large and often difficult to cross. There are no on-street bicycle facilities in the area and bicycle racks are rare. Because of the City's location and proximity to the border, Holtville has historically served as a center for shipping, production, logistics and distribution. As a result, City streets see a large number of commercial trucks, which add to the difficulties faced by pedestrians and cyclists. Due to the rural conditions, it is not unusual to see equestrians in the City limits, in spite of the fact that there are no facilities to serve them.

A recent survey of elementary school parents found that while 55 percent lived less than a quarter mile from the school, less than 30 percent of the children were walking or bicycling to school and over 60 percent were being driven. When asked why parents would not allow their children to walk or bicycle to school, the number one reason after "distance" was "safety of intersections and crossings" followed by "amount and speed of traffic along route." As in other parts of the state, childhood obesity rates in Imperial County are high with 41.2% of children 5-20 years old found to be overweight or obese in 2010. (Pediatric Nutrition Surveillance System)

This project will support the creation of more Complete Streets as per national and local trends and resident priorities, by obtaining public input through a community design charrette process focused on improvements for pedestrians and bicyclists. Special attention will be focused on the most vulnerable residents, i.e. children going to and from schools and parks, and seniors who need access to vital services. Once the barriers have been identified, the City and the planning and design team will work with stakeholders to develop recommendations that include changes to both the design and operation of roadways so as to accommodate users of all ages and abilities. The project will identify design features — including curb extensions, medians, bicycle lanes, mini-circles, roundabouts, high visibility crosswalk markings, etc. — that support all street users and encourage motorists to slow down. A bicycle route plan that supports safe and comfortable movement by cyclists throughout the City through Class I, II and III facilities will be prepared.

A special effort will be made to work with the schools in Holtville on developing Safe Routes to School (SRTS) plans that can educate and encourage children, parents and school staff on the benefits of walking and bicycling to and from school. Information on SRTS will be included in the public workshops and approximately one month prior to the design charrette, LGC staff will conduct a half-day workshop in English and Spanish on SRTS for parents and staff from the elementary and middle schools.

The recommendations provided in the final plan will be presented to the general public and the City Council, and the City will begin implementation through capital improvements and street maintenance projects. In the longer term, the City will seek funds to implement the more pressing issues addressed in the final plan. The overall goal of this project is to ensure that the City develops a working document that can guide implementation of Complete Streets and Safe Routes to School projects and programs in future years. The City, County and School District have started work on these issues. In October 2012 the City held a very successful Walk to School Day followed by a SRTS workshop, and in March 2012 Holtville hosted an all-day

workshop for the County on "Designing for Pedestrian Safety," in partnership with the Local Government Commission.

**DATA/PLANS AVAILABLE:**

- [General Plan](#) (2003)
- [Economic Development and Master Plan](#) (2009)
- Caltrans Traffic Data

**SERVICES TO BE PROVIDED:**

The planning grant received from Caltrans stipulates a set of tasks and deliverables that are included in the grant agreement with the County. The following scope of services reflects the tasks and products based on the grant application. Proposers may suggest enhancements to the scope that they feel will strengthen the project outcomes.

At a minimum, the consultant will be responsible for the following:

**1. Project Planning and Coordination**

a) **Collect Data on Existing Conditions.** Collect and organize available information on existing conditions for the project area, including area photos, traffic volumes, crash data, regional transportation plans, state route planning and construction plans, aerial and base maps, General Plan and other policy documents, development standards and regulations, and other relevant studies. Collected data will include:

- Area photos
- Traffic volume and crash data (as available from the City, County, Caltrans, Office of Traffic Safety).
- General Plan and other policy documents, development standards and regulations, and other relevant studies.

*Deliverable:* Collected information; Photos.

b) **Prepare Base Maps.** Prepare large (3'x4') base maps for consultant team design and analysis work and for use at charrette design tables.

*Deliverable:* Aerial and plan view base maps

c) **Pre-Charrette Visit.** Conduct a one-day pre-charrette visit to coincide with the first Advisory Group meeting (see Task 2) to meet with the project partners and selected stakeholders, and tour and photograph some of the neighborhoods to assess existing conditions.

*Deliverable:* Attendance at Pre-Charrette Visit, field notes, and photos

**2. Outreach and Publicity**

**Advisory Group Meeting #1.** Attend a project Advisory Group meeting prior to the

charrette. The Advisory Group will be composed of school, community and City representatives. LGC will work with the City to form the Advisory Group. The key items on the agenda will include: Scheduling and logistics for the 5- to 6-day design charrette, developing a list of key stakeholders to invite, identifying problem areas to study, and identifying strategies for engaging residents, in particular underrepresented residents.

*Deliverable:* Attendance at Advisory Group meeting.

*An additional Advisory Group meeting shall take place before the final draft plan is submitted for review and approval by the City Council.*

### 3. **Charrette Events**

Provide traffic engineering and transportation planning expertise at charrettes facilitated by the Local Government Commission.

**Community Design Charrette.** Travel to Holtville for a 5- to 6-day design charrette. The draft schedule of activities for the charrette will include:

- Tour the City with staff.
- Hold 2-3 stakeholder group meetings (60-120 minutes each).
- Conduct walkability assessments prior to opening workshop. Hold opening community workshop on a weekday evening with visioning and values exercises, facilitated by LGC in English and Spanish. Assist with presentation on how other similar cities have implemented complete street changes. End the evening with a community design table exercise (stakeholders and residents work together in groups of 6-8 to draw their ideas on table maps).
- Project team members will spend several days on site in intense production developing recommendations and illustrative graphics. Work progress briefing provided to City staff on day 4 or early on day 5.
- Closing evening or Saturday daytime workshop presentation of draft recommendations to the community for feedback, comments and guidance.

The consultant will coordinate with LGC at the charrette to provide traffic engineering, street design, and urban design/land use recommendations and prepare conceptual drawings (e.g., illustrative cross section and plan view diagrams, and base drawings for additional rendering) for inclusion in the closing presentations and eventually the final report.

*Deliverables:* Drawings and graphic files with conceptual design solutions (plan views, cross-sections, route maps, etc.), presentations, photos, notes. Drawings will be in a format that can be easily included in a digital presentation.

### 4. **Plan Development.**

a) **Plan Outline.** Prepare an outline of the Complete Streets Plan and a list of any additional questions, concerns or critical or controversial issues that might have

emerged during or after the charrette. These documents will be circulated to selected stakeholders including City and Caltrans staff, and the Advisory Group for comment.

*Deliverables:* Plan outline and issues list for further discussion.

b) **Advisory Group Meeting #2.** After circulating the outline and list of pending issues, the consultant will meet with the Advisory Group and other key stakeholders to discuss the outline, resolve any issues that might still be pending and review proposed concepts developed during and after the charrette.

*Deliverables:* Relevant meeting documentation.

c) **Administrative Draft Plan.** Within two to three months after the charrette, the consultant will prepare and circulate an administrative draft plan for review by City and Caltrans staff and members of the Advisory Group. The plan will include recommendations to make streets in Holtville more complete; that is roadways that better accommodate all users including pedestrians, bicyclists, transit and motor vehicles. The plan will include conceptual designs, recommendations and development standards for improved road safety and operations, pedestrian, bicycle and transit facilities, enhanced streetscapes, and community entry features and focal points with special emphasis on the downtown and areas around schools. The plan will also identify a network of routes that can be developed over time to facilitate bicycling in the City. The report will also include a record of the charrette process, proposed timing and prioritization for implementation of the recommendations, and potential funding sources. Experience with developing cost estimates is a plus.

*Deliverables:* Administrative Draft of Plan.

d) **Draft Plan Comments.** LGC will circulate the draft plan to City staff, Caltrans staff and the Advisory Group for feedback. City staff will collect and review all comments and provide a comprehensive set of consistent comments to the Consultant Team and LGC.

e) **Final Plan.** The consultant team will make one round of revisions and finalize the plan.

*Deliverables:* Final Plan in PDF and web-ready files for public access.

f) **Present Plan to Policymakers.** Consultant will travel to Holtville to present the report at a City Council meeting to consider for adoption by reference or amendment to other policy documents, land use or transportation regulations, and for incorporation into work programs.

*Deliverables:* Presentations and other relevant meeting documentation.

The project budget shall not exceed \$81,000. The project time frame is August 2014 through October 2015.

#### **PROJECT PARTNERS:**

**City of Holtville Community Development Department** is the grant recipient and will review grant products, and perform grant administration functions as required. The City will identify staff to participate in all aspects of the project and provide in-kind support. Specific City tasks include:

- With partners, organize the Advisory Group to reflect community demographics and perspectives;
- Coordinate all aspects of project planning with the LGC;
- Support data collection and analysis by providing City data;
- Participate in community meetings and charrette events;
- Review and provide feedback on plans and documents; and
- Provide reports and invoices to Caltrans.

**Local Government Commission (LGC)** is a 501(c)3 non-profit membership organization that has been assisting California local governments for over 30 years. The LGC assists localities in creating more economically vibrant, environmentally sustainable, and civically involved communities. The LGC has extensive experience managing these types of community-driven design projects funded by Caltrans grants throughout California since 2001. LGC staff has experience in public engagement in planning processes, land use and transportation planning and design, Safe Routes to School and in facilitating planning projects in English and Spanish. LGC will be responsible for contracting with the transportation planning/engineering consultant, managing the outreach process, facilitating charrette events, managing the design charrette process, and overseeing development of the plan. LGC will:

- Hire and direct project consultants;
- Coordinate aspects of project planning with the City;
- Conduct outreach efforts;
- Coordinate logistics for charrette workshops, stakeholder group meetings, walk audits and meetings;
- Provide Spanish translation throughout the project;
- Provide community visioning, education and training presentations;
- Facilitate community workshops, stakeholder group meetings, walk audit and other activities;
- Assist in the development of design recommendations based on community input and the needs of the residents;
- Identify implementation activities and solutions to barriers identified;
- Provide a record of the public process and community input;
- Meet with City staff regarding implementation strategies.
- Review the plan outline, draft plan and final plan; and
- Assist with presentations to policymakers.

## **SUBMITTAL INSTRUCTIONS:**

Proposals must include:

1. Cover Letter (no more than two pages) that provides the name, address, phone and e-mail addresses of the consultant, the primary contact name and any subconsultants. An authorized principal of the consulting firm should sign the letter.
2. A summary of the firm's qualifications and experience to successfully perform the project tasks, including key personnel and support staff to be assigned to the project and their core responsibilities.
3. Elaboration on the Scope of Services outlined above with additional detail on the approach that will be used to handle the project. Respondents are invited to submit variations and additional elements to the work scope that they feel will enhance project outcomes.
4. Provide a breakdown of costs by task and by all assigned staff for the project (including subcontractors) that includes hourly billable rates and provisions for reimbursable expenses. Please note that the funding agency does not reimburse for travel expenses within 50 miles of the consultant's headquarters or closest branch office.
5. Up to three relevant reference projects completed in the last five years, including description of services, key personnel involved, core project outcomes, client name and a reference with current contact information.

## **SELECTION PROCEDURE AND CRITERIA:**

The Local Government Commission, the City of Holtville, and other members of an RFP Selection Committee, will review each response to the RFP and may meet with some or all of the respondents. We may request a firm to clarify, supplement or modify some of the information submitted.

We will evaluate submittals according to the following criteria:

1. Completeness of the proposal and responsiveness to the RFP.
2. Demonstrated professional skills and credentials of the firm and staff to be assigned to the project, especially with respect to pedestrian- and bicycle-friendly design, and complete streets concepts.
3. Evidence that the respondent understands all aspects of the project, including coordination and communication with different entities involved.



4. Experience and capacity to work collaboratively with a multi-disciplinary team in a highly participatory design charrette process.
5. A clearly defined approach to performing the scope of work.
6. Relevant experience.

**SUBMISSION:**

All submissions must be completed in 12 point font, 8.5" x 11" paper, with 1" margins and no more than 25 pages in length (including the cover letter, cost estimate, relevant experience and references). No binders, folders, or coil/comb binding.

Five hard copies and one digital copy (PDF) of the complete proposal must be submitted by Tuesday, September 23, 2014 at 5:00 pm. Submit the digital copy (PDF) of the response to [aleonard@lgc.org](mailto:aleonard@lgc.org) with the subject line: Complete Streets Plan RFP for Holtville. Proposals are to be sent to the following address:

Tony Leonard, Project Manager  
Local Government Commission  
1303 J Street, Suite 250  
Sacramento, California 95814-2936  
Phone: 916-448-1198 x315  
Fax: 916-448-8246  
[aleonard@lgc.org](mailto:aleonard@lgc.org)

Please direct questions regarding the proposal to Tony Leonard.

Consultant selection is anticipated the week of September 29, 2014.

## Imperial County

